

## Claims

- [c1] An improved post for supporting and cushioning a product, the post comprising a base sheet convolutedly wound into a hollow tube having two outer facing layers and a middle layer interposed between the outer facing layers to form the post wall, the improvement comprising:  
the middle layer being thicker in at least some areas than the outer facing layers.
- [c2] The post of claim 1 wherein the middle layer is embossed paper.
- [c3] The post of claim 2 wherein the embossed paper is dimpled.
- [c4] The post of 2 wherein the embossed paper is embossed on one side only.
- [c5] The post of claim 2 wherein the base sheet is a single continuous sheet in which only that portion of the continuous sheet that forms the middle layer is embossed.
- [c6] The post of claim 2 wherein the base sheet comprises non-embossed and embossed sheets joined edge to edge in the cross machine direction.

- [c7] The post of claim 1 wherein the post wall has a uniform wall thickness.
- [c8] The post of claim 1 wherein the post wall thickness varies.
- [c9] The post of claim 8 wherein the post wall comprises straight portions and curved portions, and the curved portions are thicker than the straight portions.
- [c10] The post of claim 1 wherein the middle layer is low density paper.
- [c11] The post of claim 10 wherein the low density paper comprises recycled fiber.
- [c12] The post of claim 11 wherein the low density paper comprises a low density middle portion sandwiched between smooth liners.
- [c13] The post of claim 1 wherein the base sheet is formed by laminating one or more second sheets onto a substrate in selected areas such that the base sheet has alternating thicknesses in the cross machine direction.
- [c14] The post of claim 13 wherein the second sheet is low density paper.
- [c15] The post of claim 13 wherein the second sheet is em-

bossed paper.

- [c16] The post of claim 1 wherein the post has a substantially L-shaped cross-sectional profile.
- [c17] The post of claim 1 wherein the post has a substantially I-shaped cross-sectional profile.
- [c18] The post of claim 1 wherein the post has a substantially triangular cross-sectional profile.
- [c19] The post of claim 1 wherein the post has a substantially round cross-sectional profile.
- [c20] The post of claim 1 wherein the post has a substantially angular cross-sectional profile.